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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Tim Carruthers et al.

Examiner: Champagne, Donald

Patent No.: 7,174,305

Group Art Unit: 3622

Issue Date: February 6, 2007

Docket No: 2050.004US1

Title: METHOD AND SYSTEM FOR SCHEDULING ONLINE TARGETED CONTENT DELIVERY

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

ATTN: CERTIFICATE OF CORRECTION BRANCH

Certificate

MAR 02 2007

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- ☒ Request for Certificate of Correction.
- ☒ Certificate of Correction Form - PTO-1050 (in duplicate)
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SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

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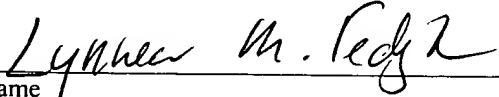
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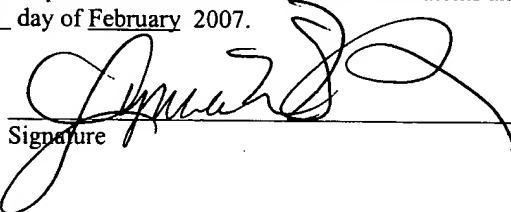
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Patent 7,174,305

PATENT

IN UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No.: 7,174,305

Docket No: 2050.004US1

Issue Date: February 6, 2007

Patentee: Tim Carruthers et al.

Customer No.: 21186

Confirmation No.: 2247

Title METHOD AND SYSTEM FOR SCHEDULING ONLINE TARGETED
CONTENT DELIVERY

REQUEST FOR CERTIFICATE OF CORRECTION

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Alexandria, VA 22313-1450
ATTN: CERTIFICATE OF CORRECTION BRANCH

It is requested that a Certificate of Correction be issued correcting printing errors appearing in the above-identified United States patent. Two copies of the text of the Certificate in the suggested form are enclosed.

Pursuant to 1.20(a), enclosed please find a check in the amount of \$100.00.

Issuance of the Certificate of Correction would neither expand nor contract the scope of the claims as properly allowed, and re-examination is not required.

The Examiner is authorized to charge any additional fees or credit overpayment to Deposit Account No.19-0743.


Respectfully Submitted

TIM CARRUTHERS ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.
P.O. Box 2938
Minneapolis, MN 55402
(612) 373-6900

Date: February 26, 2007

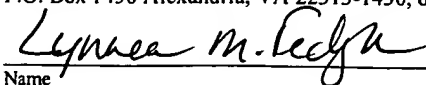
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UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

PATENT NO : 7,174,305

Page (1) of 1

DATED : February 6, 2007

INVENTOR(S) : Carruthers et al.

It is certified that errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In column 10, line 41, in Claim 1, delete "comprise" and insert - - comprising - -, therefor.

In column 10, line 46, in Claim 1, delete "value" and insert - - values - -, therefor.

In column 10, line 54, in Claim 1, delete " $E[Q_j] \leq -\tau(\ln M_j - \ln P_j - \ln p) / \Delta$ "

and insert - - $E[Q_j] \leq -\tau(\ln M_j - \ln P_j - \ln p) / \Delta$ - -, therefor.

In column 10, line 55, in Claim 1, delete "[Qj]" and insert - - [Qj] - -, therefor.

In column 10, line 61, in Claim 1, delete "content,p" and insert - - content, p - -, therefor.

MAILING ADDRESS OF SENDER:

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